

KDKA-TV

ONE GATEWAY CENTER, . PITTSBURGH PA 15222

KDKA-TV

AND

PAGE 1

253477	AGENCY (OR SERVICE) ACTING AS AGENT FOR 168364		ADVERTISER (OR AGENCY AND ADVERTISER)		Cancellation Notice Required Announcement 28 days prior notice
NAME	NATIONAL MEDIA RESEARCH PLANNING		NATIONAL REPUBLICAN CONGRESSIONAL COMM.		
AND	815 Slaters Ln		320 1st St SE		
ADDRESS	Alexandria	VA 22314-1219	Washington	DC 20003-1838	
	USA		USA		
CONTACT			PRODUCTNRCC SEPT 14-20 ADDS		
LOCAL SALESPERSON	Brian Butz-1	AGENCY EST. NO. 3186	PRODUCT CODE	1310	
NATIONAL SALESPERSON					
BROADCAST SCHEDULE STARTING 09/14/12 AND ENDING 09/20/12 NO. WEEKS: 1					

CBS Television Stations Standard Terms and Conditions for advertising shall apply.

NONDISCRIMINATION POLICY: CBS Television Stations and its Stations do not discriminate in advertising contracts on the basis of race or ethnicity, and will not accept any advertising which is intended to discriminate on the basis of race or ethnicity. Advertiser represents and warrants that it is not purchasing time from CBS Television Stations or its Stations that is intended to discriminate on the basis of race or ethnicity.

ethnicity		SPOTS PWK.	TIME		LENGTH	EFFECTIVE DATES	PROGRAMS	TOTAL BDCST.	UNIT RATE	TOTAL VALUE(1)
ITEM	DAYS		FROM	TO						
			PRINT AT STATION. MARK INVOICE PAID, PROOF OF PERFORMANCE AND PUT IN PUBLIC FILE. PAID FOR BY NRCC.							
1	10100..	2	11:58A	12:30P	30S	09/17/12-09/19/12	NOON NEWS	2	700.00	1400.00
30 MIN SEP										
2	11111..	1	04:30P	05:00P	30S	09/14/12-09/14/12	430-5PM NEWS	5	800.00	4000.00
30 MIN SEP		4				09/17/12-09/20/12				
3	11111..	1	05:30P	06:00P	30S	09/14/12-09/14/12	530-6PM NEWS	5	900.00	4500.00
30 MIN SEP		4				09/17/12-09/20/12				
4	Sa	1	06:00P	06:30P	30S	09/15/12-09/15/12	SA/SU EARLY NEWS	1	550.00	550.00
30 MIN SEP										
5	11111..	1	06:57P	07:30P	30S	09/14/12-09/14/12	CBS EVENING NEWS	5	1400.00	7000.00
30 MIN SEP		4				09/17/12-09/20/12				
6	11111..	1	07:30P	07:58P	30S	09/14/12-09/14/12	THE INSIDER	5	675.00	3375.00
30 MIN SEP		4				09/17/12-09/20/12				
7	T	1	10:00P	11:00P	30S	09/18/12-09/18/12		1	2200.00	2200.00
MENTALIST;30 MIN SEP										
8	Th	1	10:00P	11:00P	30S	09/20/12-09/20/12	PERSON OF INTEREST	1	2500.00	2500.00
30 MIN SEP										
9	F	1	07:58P	09:00P	30S	09/14/12-09/14/12	UNDERCOVER BOSS	1	2250.00	2250.00
30 MIN SEP										

(1) Less Agency commission of 15% Except on Non-Commissionable Amounts. Conditions on the reverse of this page and any attachments hereto are an integral part of this Agreement. If this contract is with an Advertiser, references to Agency apply to Advertiser, except no commission will be allowed an Advertiser.

ACCEPTED BY AGENCY

AS AGENT FOR (ADVERTISER)

ACCEPTED BY STATION

KDKA-TV

CONTRACT NO. REV.

1201-56537-1

DATE PRINTED

09/12/12

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320 1st St SE

ADDRESS Alexandria VA 22314-1219

Washington DC 20003-1838

USA

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CONTACT

PRODUCT NRCC SEPT 14-20 ADDS

LOCAL SALESPERSON Brian Butz-1

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NATIONAL SALESPERSON

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			FROM	TO						
10 F 30 MIN SEP		1	09:00P	10:00P	30S	09/14/12-09/14/12	CSI: NY	1	2250.00	2250.00
11 Sa 30 MIN SEP		1	09:00P	10:00P	30S	09/15/12-09/15/12	CRIMETIME SATURDAY	1	1100.00	1100.00
12 Sa 30 MIN SEP		1	10:00P	11:00P	30S	09/15/12-09/15/12	48 HOURS MYSTERY	1	1400.00	1400.00
13 Su 30 MIN SEP		1	06:58P	08:00P	30S	09/16/12-09/16/12	60 MINUTES	1	3750.00	3750.00
14 Su PERSON OF INTEREST; 30 MIN SEP		1	08:00P	09:00P	30S	09/16/12-09/16/12		1	3500.00	3500.00
15 Su 30 MIN SEP		1	09:00P	10:00P	30S	09/16/12-09/16/12	THE GOOD WIFE	1	2500.00	2500.00
16 Su 30 MIN SEP		1	10:00P	11:00P	30S	09/16/12-09/16/12	THE MENTALIST	1	2000.00	2000.00
17 1111000 30 MIN SEP		4	11:00P	11:35P	30S	09/17/12-09/20/12	11PM NEWS	4	1900.00	7600.00
18 Su 30 MIN SEP		1	11:00P	11:35P	30S	09/16/12-09/16/12	11PM NEWS	1	1700.00	1700.00
19 11111.. 30 MIN SEP		1 4	11:35P	12:37A	30S	09/14/12-09/14/12 09/17/12-09/20/12	11:35P-12:37A - LETTERMAN	5	450.00	2250.00
20 F		1	10:00P	11:00P	30S	09/14/12-09/14/12	BLUE BLOODS	1	2200.00	2200.00

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			FROM	TO						
30 MIN SEP										
Total Contract:								44		58025.00
Billing Summary										
Qtr 3-12						Jul .00	Aug .00	Sep 58025.00	Total 58025.00	
GRAND TOTAL									58025.00	

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